

Berkeley Gazette

Of a Merchant who Does Not Get
any Business Because He Refuses
to Advertise. Very Foolish!!
Well Rather.

TOWN OFFICIAL PAPER.

VOLUME IV

BERKELEY, CAL., FRIDAY JULY 17, 1896.

NUMBER 13

YOUNG REPUBLICANS

Of East Berkeley Hold a Meeting

CONSTITUTION AND BYLAWS ADOPTED

Vigorous Work for the Coming Campaign is Mapped

Young Men's Republican Club

The charter members of the Young Men's Republican Club met in Pythian Hall last evening, for the purpose of completing their organization by adopting a constitution and by-laws and electing permanent officers.

Temporary Chairman Smythe occupied the chair and the temporary secretary took down the minutes. After the constitution and by-laws were duly adopted, the following officers were elected as permanent officers of the club: President, Chester P. Smythe; 1st vice-president, W. H. Holden; 2d vice-president, John Cook Jr.; 3d vice-president, Fred Fonzio; secretary, Chas. A. Gregory; treasurer, James Kenny; sergeant-at-arms, George E. Parker; standard bearer, Harry Morton. Executive Committee, Robt. Steedman, F. Loreland, G. E. Parker, J. Ray and James Kenny.

A communication was received from the State Central Committee, urging the necessity of getting voters upon the register. The latest reports show a backwardness in this respect and the club is requested to take pains to have all voters registered on or before the 8th of August 1896.

An invitation was received from the Republican Club of Berkeley, to attend the Republican rally to be held in Shattuck Hall, on Saturday evening, next. The invitation was duly accepted and the members will attend. The following named were appointed to act as vice-presidents at the rally: President Smythe, Messrs. R. Steedman, Holden, Brasfield, J. Ray, J. Cook Jr. and Bert Wilson.

The president of the club was requested to call upon County Clerk Jordan and ask him to appoint one of the members of the club a Registry Clerk so that he would attend all the meetings of the club and register all who might want to vote at the next election.

Each member was requested by the president to consider himself a committee of one to bring in a new member at the next meeting of the club.

A vote of thanks was unanimously passed thanking the GAZETTE for the reports it had made of the meeting of the club.

After the club had finished the routine work it was pleasantly entertained by well rendered songs given by President Smythe, Harry Morton and J. Ray. The meeting was well attended and very enthusiastic. President Smythe wished to call the members attention to the fact that remarks had been made about the club which were not very complimentary. He wanted to say that they were unwarranted. The club asked nothing of anybody. It was an independent one and would live on its own resources. It was formed for the legitimate purpose of forwarding the interests of the Republican party during the coming campaign and would use all honorable means to that end. This club would be conducted in a manner creditable to the Town of Berkeley and win the respect of all its citizens.

The club has the nucleus of singers that will make itself heard during the campaign. Songs are already being practised by a quartette and the public will soon have the benefit of their melody.

The Volunteers of America.

Major Blackhurst of the Volunteers of America, who has recently arrived here from the East for the purpose of organizing the new societies will address the public next Tuesday evening, in the First Methodist Church on the corner of Clay and 14th street Oakland. He will speak on the work of the organization. All are welcome.

The parents of Miss Kathleen Brown who have been residing near St. Helena, are expected to move to Berkeley where they will reside.

ABOUT THE BEES.

R. Macmillan's Denial of Our Contemporary's Report.

Published by Request.

As the subscribers of the Advocate in South Berkeley are few and far between, we have been requested to publish the following communication, which was recently published in our contemporary, and we comply with the request, but at the same time do not acknowledge it as having our endorsement.

Editor Advocate: The issue of your paper of the 10th inst. contained a lengthy statement entitled "Those Busy Bees" concerning myself and wife, which is in many respects absolutely false, and not only false but in my judgment libelous and hurtful to us. It seems to me that these statements were maliciously made for the purpose of injuring the standing and reputation of myself and my wife in this community. No matter what may have been said to the contrary, the "bees" complain of have been and are very troublesome to myself and my family. We have four children, two of whom have been stung by the "bees" complained of, and one very seriously injured.

I had always before supposed that the law would afford protection to peaceable citizens, especially on their own premises. That no man had a right for instance to keep a vicious dog that might wound or kill his neighbor's children, and that he would have no more right to keep stinging bees in a position where they could injure his neighbor's children than he would to keep a vicious dog. Both are dangerous to children and the law should afford protection to all peaceable and well-disposed persons, and especially to children.

Among the many other false and apparently malicious statements contained in said article, is the following: "Mrs. McMillan has always been a disturbing element in the community in which she has lived, as the Police Court records will show. I am informed that when living in Oakland she was arrested not less than fourteen times."

This statement is absolutely false. It is not only false, but it is vicious and indicates, I think, a malignant spirit on the part of the one who made it. My wife was never arrested in her life, and I defy Mr. Lough or anyone to produce or to point out any record of any police or other court anywhere that will show or tend to show that she ever was arrested or charged with any offense whatever.

Said article further states that "Mr. O'Neill, of Ashby avenue, who sold the land to the McMillans, and Lough's, corroborated Mrs. Lough's statement in every particular."

I do not see why Mr. O'Neill should dare to corroborate a statement that is so utterly and absolutely false. He cannot truthfully do so, and when he or anyone else states that Mrs. McMillan was ever arrested, they state what they must know is an absolute falsehood, or at least what they do not know to be true.

Consequently, we must infer that the statement was made in obedience to a mean and contemptible motive. How can any good person make such a false statement about an innocent and non-offensive lady?

We do not claim to be better than ordinary good people, but we do try to do our duty to our neighbors and to be good citizens and as to this we are perfectly willing that our neighbors should be the judge.

I dislike newspaper notoriety, but in doing what I have done, I was simply endeavoring to protect my own children from harm on my own premises, which seemed to me to be a father's duty.

The statements contained in the article referred to are grossly libelous, but I will not retaliate in kind but leave them to the condemnation of their own conscience, and I am perfectly willing to abide by the decision of the many good people who know us to the reputation of my wife and of myself.

If Mrs. Lough hopes to come into my home and make trouble between myself and my wife by her statements she is mistaken. Respectfully,

R. MACMILLAN.

There should be a representative meeting of the friends of Berkeley at Columbia House this evening, as the selection of a Chief Engineer is a question of a great deal of importance.

WHAT PAUL REVERE

Council Junior Order American Mechanics

HAVE DONE DURING THE LAST WEEK

And What They Propose Doing Next Week at Orinda Park.

Jr. O. U. A. M.

The new officers of Paul Revere Council No. 28, Junior Order United American Mechanics, were installed by District Deputy State Councilor Paolo Salisbury on Saturday evening last as follows:

Councilor, J. C. Sheratt; Vice Councilor, A. S. Woods; Recording Secretary, W. C. Bissell; Financial Secretary, M. P. Geiringer; Treasurer, F. Schmitt Jr.; Warden, F. J. Stewart; Conductor, T. Turman; Chaplain, J. R. Ayer; Inside Sentinel, A. W. St. John; Outside Sentinel, B. A. Turman; Trustee, long term, A. H. Wells.

Committee on celebration of the first anniversary of the Council, consisting of Messrs. Salisbury, M. P. Geiringer, E. J. Stewart, J. Schmitt and A. C. Pait, was appointed, and the same committee was instructed to make arrangements for an outing at Orinda Park a week from next Saturday.

On the occasion of the Council's first anniversary the members of the Council will partake of a banquet furnished by one of San Francisco's best caterers. The affair will come off on the evening of September 8th.

On Tuesday night last the initiatory team of Paul Revere proceeded with all their paraphernalia to Elmhurst, where it performed the initiatory work on twenty-nine charter members of Elmhurst Council No. 37, which was instituted by State Councilor H. C. Schaetzler on that night. After initiation Deputy State Councilor Salisbury conducted the election and installation of the officers of the new Council. On Monday night the same officer installed a portion of the new officers of Henry Clay Council No. 34 of Oakland.

On Saturday night next Paul Revere will have several initiations, beside which it has several applications pending. The new membership committee, consisting of P. Salisbury, George Moenning, A. W. St. John, A. H. Wells and C. Merrill, are expecting to have plenty of work before them during the term just begun.

At the proposed outing at Orinda Park the Council intends, by special dispensation to hold its regular Council meeting in the hills under a large tent. State Councilor Schaetzler has promised to attend and the Purcell Musical Team of Star King Council No. 6 of San Francisco will furnish the instrumental and vocal music for the occasion. The members will start on Saturday afternoon at 5:30 o'clock and camp will be broken at 5:30 p. m. on Sunday.

Persons reading this issue of the GAZETTE who desire any further information in reference to Berkeley will be promptly answered if they will write what they desire to know to this office.

No where else in this country can property be bought as cheap as that now offered by George Schmitt. Read his advertisement and scan the map of the property, both lots and acreage which appears in another part of this edition.

ATTENTION

Members of McKinley League of Berkeley.

A grand rally will be held in Shattuck Hall under the auspices of the Berkeley Republican Club on Saturday evening July 18th. An invitation has been extended to the members of the McKinley League to attend. A full attendance is desired.

HUBERT N. ROWELL, Vice-Pres.
WALTER GOMPERTZ, Secretary.

July 16 13

Every person who receives a copy of this edition of the GAZETTE should, after reading it, mail it to some distant friend who would be interested in the business outlook of Berkeley. It will be far more acceptable than a letter.

J. B. CASABONNE.

Who is Now at Harbin Springs—Bids
Good Bye to Rheumatism.

Having a Fine Time.

About a week ago J. B. Casabonne, the well-known wine merchant of West Berkeley, was so afflicted with rheumatism that his physician sent him to Harbin Springs in Lake county, with the hope that it would benefit him.

This morning a letter was received from Ma. Casabonne in which he states that Harbin Springs are the best springs that he ever visited and that the proprietor is most attentive to all of his guests and a very jolly landlord.

Mr. Casabonne says that the springs will cure anything if people will only visit them. He is almost cured of his rheumatism and says that he will leave it at the springs when he returns.

That his rheumatism must be nearly gone is evident from the fact that he writes that one day this week he caught and caught 166 fine trout. The accommodations and the table at the springs, he says, are excellent.

Golden Gate

The gospel tent that was at Lorin has been removed to Golden Gate and pitched at the corner of Powell and 12th streets. Last night the small boy was out and raised such a disturbance that the lecturer had to stop his discourse and give him a talking to.

Crawford avenue has been accepted by the Board of Supervisors and is being put in order.

Miss Rachel Davis, of Klinkner avenue, who has been quite ill, is convalescent.

Mrs. J. H. Wetham and sons returned last night from a camping trip.

A cut of 10 per cent. has been made by the Niehaus Planing Mills in the wages of its employees. The latter decided not to strike, though the reduction aroused vigorous objections.

There will be a meeting of the Lyceum Literary Society in the Park street Congregational Church at Lorin, this evening to arrange a programme for the coming concert.

A man, evidently a fraud, called on W. H. Bone this morning, representing himself as a member of the Salvation Army. He wanted to raise money to take him East. Enquiries being made it was found that the fellow was unknown by any members of the army.

N. T. Whiting, ex-Town Trustee, has a good cause for damages against the San Francisco Examiner which published a cut this morning purporting to be a picture of himself. Mr. Whiting has our sympathy.

Sheriff White has applied to the District Attorney for a warrant for the arrest of I. Neuberger of the firm of Neuberger, Reiss & Co. of San Francisco, for allowing a Chinese lottery to be conducted on premises he owns at Temescal. A warrant will also be issued for the arrest of H. C. Babcock, agent of the property, on the same charge.

The Berkeley Daily GAZETTE, of which my old-time friend and business associate, W. L. A. Nash is editor, and an excellent publication, has been moving to and has entered upon its fourth volume, full of vigor and promise of a long and useful life. Glad to know you are prospering, friend Will, and may you continue to do so in my fondest wish. Eureka Sunday Letter.

Tahoe Lodge No. 1886 K of H, has installed the following officers: Charles G. Wright, P. D.; D. M. Lawterbach, vice D.; J. J. Hidalgo, assistant D.; John Mulligan, reporter; S. A. Penwell, financial reporter; W. R. Dickieson, treasurer; C. R. Brown, guide; J. J. Peterson, chaplain; C. Maloney, guardian; P. O'Connell, sentinel; trustees, J. J. Peterson, S. Wright, C. G. Wright.

Students Boarding and Lodging House.

Mrs. George Chalmers wishes to announce to students and others that she has just completed her elegant 26-room house on Durant Avenue near College Avenue, and is prepared to give accommodations to about 20, at very reasonable rates. Good board and nicely furnished rooms, with students' parlor and free use of piano at \$18, \$20 and \$22 per month. Call and secure rooms.

July 11 mi.

Schmitt & Zehner the leading hardware merchants of Berkeley, at the Shattuck block.

Schmitt & Zehner are in the Shattuck block.

Don't forget that the best of cigars are always kept by our old friend, Samuel Peters, University avenue, near Fifth street, West Berkeley. Sole agent for Viking Beer.

ANOTHER INSPECTION

Made this Morning by the Health Officer

AND SANITARY INSPECTOR THOMPSON

Of the San Pablo and Seventh Street Schools—Better Sanitary Conditions must be had.

Our School Houses.

Health Officer Rowell and Sanitary Inspector Thompson visited the Seventh street primary school and the San Pablo Avenue school this morning for the purpose of making a personal inspection of the plumbing as well as other matters involving the health of the school children of Berkeley.

The Seventh street primary school has a sewer connection with one in the public street adjoining the building. So far so good. The vaults have cement floors and are kept clean. The urinals however are of galvanized iron and somewhat used up from corrosion but have been kept in as good condition as possible. There are no traps or ventilators connected with them nor are these traps connected with wash and drinking basins in the yards.

The Health Officer called attention to the drinking cup used by all the children and the rack and towel which is also for general use. There should be porcelain basins. In relation to the sewer connecting the school house with Seventh street there is neither a trap or ventilator.

A pipe from the North Hall has no ventilator to take the sewer gas away.

The building has been kept in good order and so has the ground about the building. This is commendatory. The two rooms have seats enough located in them for over 100 scholars which seems to be too much for the air space, there being no ventilators in the walls. Fresh air can only be obtained by the windows or doors which cannot be used to advantage at all times.

In the San Pablo Avenue school, the boys' closet has a wood urinal, but the floors and bottoms of the vaults are of cement. The vaults are flushed every day when the schools are in session. The water for this school is supplied from a tank in the yard, which is kept filled by a pump run by a windmill in the yard. The water comes from a well 48 feet deep and the top of the water is 27 feet below the surface, consequently considered to be healthy. The building has a sewer connection on Virginia street. Some of the same conditions apply to this school, which were found in the Kellogg school. There is an absence of traps and ventilators. This allows the gas to come from the sewer into the building, which is decidedly a bad feature. The curb of the well has become thoroughly wet by the leakage of water near the pump and should be replaced in a manner to carry this waste water away and not leave a mouldy ground and water soaked lumber.

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A YOUNG LADY

In a Fit of Melancholia Cuts Her
Throat From Ear to Ear.

Committed Suicide.

Elizabeth Van Wyck, a young lady 25 years of age, committed suicide yesterday at the beautiful house overlooking Lake Merritt, Oakland, where she has lived with her brothers and sisters.

Miss Van Wyck has been under the influence of a suicidal mania for a long time, and about a month ago she made an attempt to jump from the second-story window. Her relatives were aware of her weakness and kept a constant espionage on her movements, and also removed from her sight every sharp instrument, the presence of which might create a fatal desire.

Yesterday morning the rest of the family were at breakfast when they heard their sister fall at the foot of the stairway. They went to her and discovered that she was on the verge of death. A razor, a pool of blood and the appearance of her throat told the whole of the story. The unhappy girl had been overtaken by a fit of melancholia and had evidently sought for and found a razor, while her brothers and sisters thought she was still sleeping.

The Van Wycks are the children of the late Dr. J. C. Van Wyck. They lived in a house on Boulevard Heights, which they occupied jointly. Their home is in the most aristocratic part of the city, and the deceased was a great social favorite. The family returned from Santa Cruz a few weeks ago, and Miss Van Wyck has been under treatment by Dr. Atkenly ever since.

Still Voting

The boys and girls are still sending in their coupons in the GAZETTE advertising contest, and they are all climbing up into the four figures.

The vote to-day is as follows:

E. Holden	1000
W. H. Bone	1000
John Cook Jr.	1000
Chas. A. Gregory	1000
James Kenny	1000
George E. Parker	1000
Harry Morton	1000
Robt. Steedman	1000
F. Loreland	1000
G. E. Parker	1000
J. Ray	1000
James Kenny	1000

Off For Highland Springs.

That will be the heading that we will have in our columns after the first of next month, and one of the telephone and one of the telegraph girls, whose names appear below will be the lucky persons who will have just a delightful ride over the San Francisco and Northern Pacific Railroad, and then a fine stage ride through woody canyons and shady hills, until they reach Highland Springs, where they will have a delightful time for two weeks at the expense of the GAZETTE.

The vote today is as follows:

Lola C. Brackett, Berkeley	380
Miss F. L. Leathers, Berkeley	380
Miss L. C. Cain, Berkeley	380
Miss E. J. Brown, Oakland	380
Miss N. C. Robinson, Alameda	380
Miss G. E. Terry, Oakland	380
Miss M. J. Brackett, Alameda	380
Miss J. Sherry, Oakland	380

TELEGRAPH GIRLS.

Miss L. T. Koonan, Berkeley	387
Miss A. J. Gluey, Alameda	387

Lorin.

Mr. Surgin, a clerk in the employ of Mrs. B. C. Watrous, is sick.

The revival services conducted by the Rev. Henry Herrick at the Berkeley Shattuck Avenue church will finish this evening.

Trustee John Martin returned today from a trip to the Mountains.

Miss Sadie Messing and mother, of Oakland, was visiting Mrs. K. B. Smith of Lorin for a few days.

Miss Alberti has gone to Niles Canyon to visit friends camping.

Mrs. B. C. Watrous is reported as being ill.

Frank Stapleton returned from Niles Canyon today, after a short visit there.

Mrs. R. Chappie, who is erecting the new fraternity house on Dana street near Allston way, came down from Sacramento yesterday on a business trip.

TAKEN FOR DUNHAM.

H. P. Nelson of Berkeley is Under Arrest.

COUNTRY CONSTABLES TAKE HIM FOR DUNHAM.

Fred Fonzio Has Left With Papers of Identification to Get Him Out of Jail.

Arrested for Denham.

Mr. H. P. Nelson of 2139 University avenue, had a queer and almost serious adventure on Thursday last. Having some business at Morse's Landing, he had started to make the trip on his bicycle last Wednesday. He arrived at San Jose at 11 o'clock Wednesday and after inquiring the right road he continued on his journey to Sargents. The next morning, as he was a short distance below Piarro, he entered a clump of bushes for the shade they afforded for a rest, when he was suddenly surrounded by three men armed with shotguns and told to surrender dead or alive.

He demanded to know the reason for that kind of treatment and was informed that he was Dunham the murderer, and that they wanted the reward.

Protestations were in vain and he was taken to a neighboring farm and confined in a chicken house all day guarded by two armed men, while all the women and children in the neighborhood were peering through the cracks at him all the while making remarks about hanging, etc., which made his hair stand on end.

He at length got permission to send a message to Berkeley, and last night Fred Fonzio, his brother-in-law, left for Piarro with papers from Marshal Lloyd and Postmaster McCarthy which would prove that Mr. Nelson was a citizen of Berkeley and an innocent man.

Mrs. Wythe, of Virginia City, is expected to arrive shortly and occupy the residence recently built on University avenue east of Grove.

Last evening while listening to the Salvation Army on the corner of Center street and Shattuck avenue, Mrs. La Fils had a fainting spell and fell on the sidewalk. She was taken into Baer's drug store and in about ten minutes fully recovered.

Hugh R. Morrison, son of Captain John T. Morrison, was an engineer on board of the ill-fated Pacific Mail Steamship Company's steamer Columbia which went ashore Wednesday at Pigeon Point. He was expected home to-day.

The upsetting of a lamp at the residence of Mr. Wood at South Berkeley last night set the house on fire. The alarm was given and Peralta-Hose Company and Peralta Hook and Ladder Company were quickly on the spot, and in a very few minutes they had the fire extinguished. The damage from fire and water will foot up about \$200. Had it not been for the promptness of the Peralta-Hose Company the conflagration might have been more serious.

Golden Gate.

R. W. Gilford has sold to Richard Kingsman of Tombstone, Arizona, the property of Lawyer G. C. Gordon, on Butler avenue and Idaho street. Mr. Gordon will take up his residence in San Francisco.

The West Berkeley Athletic Club will meet this evening in Fisher's Annex to adopt by-laws, install officers, elect new members and transact such other business as may come before the meeting. All persons who are desirous of joining the club are earnestly requested to be present this evening.

The ladies of Berkeley have been invited to attend the Republican mass meeting which is to be held at Shattuck Hall to-morrow evening, and they should turn out in goodly numbers. The Republican State Convention declared in favor of Woman Suffrage and they should show their appreciation by attending the Republican meeting. Miss Susan B. Anthony will be one of the speakers of the evening.

Send this issue of the GAZETTE broadcast over the Union and you will soon see what it will do for Berkeley.

THE NEW WOMAN

A Correspondent Desires to Catch
Sight of a Live One.

No New Women.

A Correspondent asks The Tribune for information concerning the New Woman—who she is, what she is, where she is to be found, and what are her distinctive characteristics. The Tribune says that this correspondent is neither a backwoods barbarian nor a cynical jester. He asks in good faith, and sober earnest, questions which have greatly puzzled him and which have probably puzzled many others. He has heard much of the New Woman and her ways. He has read of her. He has seen pictures or caricatures of her. But never has he been able to find her, in her own proper person, nor to discover her habitat. To quote:

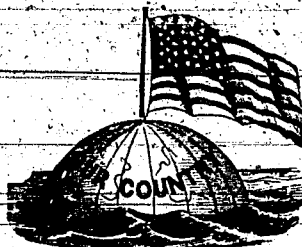
"The answer to his question may, however, readily be given, and may be given seriously in the self-same spirit of his asking. It is simply this, that there is really no such person as the New Woman. She is nothing but a supposititious lad, a figment of the masculine imagination. She has no real existence, unless in remotely isolated individual cases. Generically, she does not exist, any more than the rampaging mother-in-law, the Vassar-bred housekeeper and her deadly cookery, the flirtatious and designing typewriter, and all the other items, singular and collective, of the professional caricaturist's stock in trade. There may be such creatures. There are more things in heaven and earth, Horatio, than are dreamed of in your philosophy." But for all practical purposes they may as well be classed with the Jabberwock, the gyascutus, and boojum snark.

Our correspondent may, however, gain some light upon the subject which has interested him if he will turn back to the files of nearly a generation ago, and refresh his memory at The Saturday Review's famous articles on "The Girl of the Period." She was a great

The Gazette

PUBLISHED EVERY DAY EXCEPT SUNDAY
BY THE
GAZETTE PUBLISHING COMPANY
WILL A. NASH, Editor
JOHN O. HANSON, City Editor
S. H. BORKHEIM, Business Manager

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Year, \$3.00
Six Months, \$1.50
Three Months, \$0.75
Per Month, Delivered by Carrier, 25c
Entered at the postoffice as second class matter.



Our Motto and Our Flag.

PATRIOTISM, PROTECTION
and PROSPERITY.FOR PRESIDENT
WILLIAM MCKINLEY, of Ohio.FOR VICE-PRESIDENT
GARRETT A. HOBART, of New Jersey.

ELECTION, NOVEMBER 3, 1896.

Business Offices.
EAST BERKELEY—In Western Union
Building, Second Floor, near E. & G.
WEST BERKELEY—In Paine & Dickson's
Real Estate Office, 88 University Avenue,
bet. 5th and 6th Sts.
PUBLISHING AND JOB ROOMS—Third St.
bet. Alameda and Bancroft Ways, West Ber-
keley. Telephone, 414-104.

TOWN OFFICIAL PAPER.

FRIDAY JULY 17 1896.

\$10 Reward.

The above reward will be paid upon
the arrest and conviction of any person
stealing the GAZETTE from the
doors or yards of subscribers.

TRADE EDITION

As Berkeley is very much scattered
and as business houses are located in
every section of the town, visitors have
an idea that there is but very little
business done in Berkeley, and some
imagine that should they locate in
Berkeley they would be compelled to
purchase many things that they would
require, either in Oakland or San Fran-
cisco.

In order that this idea may be ex-
plained away, the GAZETTE to-day pre-
sents its readers with an eight page
edition, three pages of which are de-
voted to the business and manufacturing
interests of the town. Many of the
write-ups are accompanied by cuts of
the buildings occupied by the firms re-
ferred to, which to a stranger will show
that Berkeley business houses and
manufacturers compare favorably with
any other town on the Coast.

The edition also shows that Berke-
ley is well supplied with business
houses of all kinds, so that it is un-
necessary to leave the town for anything
that may be required.

All of the business houses represent-
ed in this edition, carry large stocks of
goods, which are sold in many instances
much lower than in Oakland or San Fran-
cisco. Our people are too prone to
make their purchases away from
town, believing without investigating
that they can do better elsewhere.

That such is not the case applica-
tion at any of the firms represented in
this edition will prove. All of these
firms run delivery wagons to all parts
of the town for the taking of orders and
the delivery of goods, so that there is
no excuse for persons purchasing their
groceries, clothing or other articles that
are needed away from home.

This edition consists of 7,500 copies,
all of which, outside of our regular
edition, have been subscribed for by
merchants and business men who will
send them off to friends and acquaint-
ances in every State in the Union and
to every country, and will thus be one
of the best and most useful of the
Berkeley that has ever been sent out,
and it will be but a very short time be-
fore the results will begin to tell in
favor of Berkeley.

Business men will be in receipt of
enquiries from people all over the
country and real estate agents will
have applications galore from people
who desire to come to Berkeley, to
make their homes and to go into busi-
ness.

In this connection, we desire all of
the persons who have writeups in this
edition and who receive replies through
sending this paper away, to inform us
of it, so that we may let the public
know just how advantageous such an
edition is to the business men and to
the town.

Our subscribers would do well to
read every article in this edition, as it
may enlighten many of them as to the
amount of business that is being done
in Berkeley, at the present time.

There being no strings tied to the
GAZETTE it does not have to suppress
the news for the benefit of any person
or for the work and remuneration that
it might bring.

Subscribe for the GAZETTE.

TO THE RESCUE

Whenever the editor of the Advocate
makes a mistake either intentionally or
otherwise, that causes people to coin-
demn the paper, Thomas F. Graber,
the real owner of the sheet rushes to its
rescue, and as usual only makes matters
worse.

In last evening's issue of the Advo-
cate there appears a communication
signed by Mr. Graber which is full of
inaccuracies, and which does not deny
one single fact as set forth in the
GAZETTE in reference to the sanitary con-
dition of the Kellogg school.

Mr. Graber says that "Director Nie-
haus, Chairman of the Committee on
School Houses and Sites gets no salary
for examining into the sanitary condi-
tions of the school houses or other pub-
lic buildings, nor is it his duty to do so."
It is very plain from the above that
Mr. Graber, in a very guarded way, is
trying to draw Mr. Niehaus into this
controversy, while on the surface he is
exonerating him from any blame.
Persons reading between the lines can
easily see the opposite—and many of
them know the motive.

As far as Mr. Niehaus is concerned
the GAZETTE is happy to inform the
public that he has done his whole duty
in this matter. Just as soon as the
schools were closed for vacation Mr.
Niehaus and Mr. Engeström laid
aside all business of their own and
put in a week examining the various
school buildings in Berkeley, and as a
result of their investigations they came
across some unsanitary plumbing in
the Kellogg schoolhouse and ordered
Mr. B. E. Underwood to make the
necessary repairs.

Mr. Underwood, according to the
Town ordinance called upon the Sanitary
Inspector Frank Thompson, and in-
formed him that he had been in-
structed to make some alterations in
the plumbing of the Kellogg school,
and desired him to inspect the premises
before he commenced work.

Mr. Thompson went out and made
the inspection and found things very
bad. He then called in the Health
Officer and the result has been pub-
lished in the GAZETTE. This state-
ment of facts shows that Mr. Niehaus
and Mr. Engeström faithfully per-
formed the duties imposed upon them
by the Board of Education. Mr.
Graber further states that "the town
has a paid-official, drawing a salary of
\$60 per month for such work."

He refers to Dr. Rowell as such of-
ficial, and Mr. Graber knew when he
stated that Dr. Rowell got \$60 per
month as Health Officer, that he was
stating an untruth. Dr. Rowell for the
past year has been receiving \$35 per
month for his services as Health Of-
ficer, and we must say that he has
been mightily poorly paid for the valuable
services that he has rendered the town.
A month ago he was made food in-
spector with a salary of \$45 per month.
As we said in the beginning, when Mr.
Graber rushes to the rescue of his pa-
per, he always through misstatements
makes the matter worse.

THE POPULISTS.

The Populist delegates from Califor-
nia have gone back to St. Louis in-
structed to nominate a straight out
Populist for President, yet in the face
of these instructions they have arranged
to call upon Mr. Bryan at Lincoln Ne-
braska. If they don't want Bryan why
should they call upon him?

It looks to man up a tree as though
the whole Populist party were captured
by the Southern Democrats at Chicago
and that they will now have to swallow
the Democratic nominee and become a
part of the Democratic party, losing
their individuality entirely, and if by
any miracle Bryan should be elected they
would also be denied any division
of the leaves and fishes.

Ever since the Populist Party came
into existence its orators and leaders
have denounced the Democratic party
as plutocrats, monopolists and thieves,
yet now the spectacle is observed of
Populist delegates calling upon the
Democratic nominee and the majority
of them preparing to endorse him.

By some fatal coincidence some of
the printers, who lost their wages, that
were due them by the suspension of
the Oakland Observer, left our evening
edition, and took situations on the
paper because they could not get
their money due them here, and that
same chattel mortgage prevented them
from leaving upon it. Surely they
were an unfortunate lot of printers
having received the double cross by
losing the wages earned, both in Berke-
ley and Oakland.

ROD CAMERON & CO.
Funeral Directors
Cor. University & San Pablo Aves.
Berkeley, Cal. Phone Black 24.

HENRY OSTERMANN
—DEALER IN—
Wines, Liquors and Cigars.
University Avenue and Third Street
West Berkeley, Cal.

LOST. On Sunday June 21, 1896, a
gold bracelet on University or Shattuck
Avenue. Return to 1918 University
Avenue for reward.
June 23-17

IT IS UNWISE

"To pay more for your goods than you have to pay." The things we
get each week in this paper are to let you get an idea of how much
too much you are paying for goods. To let you know where you
can get better than you are now doing. To help you get up a big
healthy dividend with credit prices.

There is no enjoyment in paying big prices for supplies, but some
people hold on to it as though it was a fine thing to do.

You get lots of good goods for a little good money (silver or
gold) of us, and you can get your money back if our goods are not
right. There, how does that suit you.

Try a small order first. We think the best will be larger.

We help pay freight Everywhere.

SMITH'S
CASH
STORE
414-416-418 Front St.
That Big Shipping House.
Catalogue free. If you want this paper a 6 pound, 175

West End Grocery

COR. NINTH AND UNIVERSITY AVE. WES6 BERKELEY

Chas. Hadlen, Prop.

Dealer in all kinds of Domestic and Fancy Groceries, Crockery, Wooden-
ware, Willowware, hay, grain and feed. Goods delivered free
to all parts of Berkeley and Golden Gate. Wagon will call for
orders.

Everything new and fresh. Give me a call. Goods at San Francisco Prices.

Are You Getting Bald?

Is your Hair turning Gray?
It so get immediate relief by
using

J. W. SWAIN'S

celebrated Hair Restorer.

Read the following:

This is to certify that I have used J. W.
Swain's Hair Restorer since March 1891, and it
has stopped my hair from falling out, and has
thickened the growth, and has changed it from
gray to its natural color, dark brown. It has
also caused the hair to grow where it was
bald for over thirty years. It is a won-
derful scalp cleanser.

West Berkeley, June 23, 1896.

For sale at all Drugists, or of—

J. W. SWAIN & CO.

379 Ninth Street, Oakland.

A. F. DAGGETT

DEALER IN—

Picture Frames and Mirrors,

ARTISAN MATERIALS.

44 SAN PABLO AVE. OPP. CITY HALL.

OAKLAND.

Miss Head's

Boarding Day School

For Girls.

Channing Way, Corner Bowditch St.

BERKELEY.

Will open for the year 1896-97.

Monday, August 16, 1896.

Public admitted on application to—

UNIVERSITY OF CALIFORNIA

LELAND STANFORD JUNIOR UNIVERSITY

and YASSAR ALI, 1896-97.

A separate building for immediate and

primary departments.

Miss Head's address during the summer of

1896 will be Sacramento. She will be at the

school every Wednesday afternoon to meet ap-
plicants. Catalogues furnished on application.

-CALIFORNIA RAILWAY.

To Leona Heights and Mills College

Trains leave Tidal Canal Bridge, Alameda—

6:30 a.m., 9:30 a.m., 11:30 a.m., 1:30 p.m., 3:30 p.m., 5:30 p.m., 7:30 p.m., 9:30 p.m.

Trains leave Leona Heights—7:30 a.m., 9:30 a.m., 11:30 a.m., 1:30 p.m., 3:30 p.m., 5:30 p.m., 7:30 p.m., 9:30 p.m.

Trains leave Mills College—7:30 a.m., 9:30 a.m., 11:30 a.m., 1:30 p.m., 3:30 p.m., 5:30 p.m., 7:30 p.m., 9:30 p.m.

Passengers from Oakland and Alameda take

Alameda, Oakland and Piedmont Electric

Railway cars to Tidal Canal Bridge. Allow

25 minutes from Leona Heights and Broadway and

return from Mills Avenue and 56th Street.

Round trip tickets from any point in

Alameda, or Oakland can be purchased of Al-

ameda, Oakland and Piedmont Electric Railway

Conductors. FARE, 25c ROUND TRIP.

-THE PACIFIC COAST RAILWAY.

1065 Broadway, Oakland, Cal. Gen. Manager.

Something New.

Adams Street and Alameda Avenue—now

open for business. Orders delivered free to all parts

of town. May 18, 1896.

Miss Dwyer, Medium of Christian Spiritu-

alism. Honest dealings. All guaranteed

satisfaction. At 221 Broadway near Ninth

Street, between 10th and 11th Sts., between

ninth and Friday, Adjourned, 10 cents.

General sittings, St. August sittings, 50

cents. May 28, 1896.

Will give you Money.

The people of Berkeley and surrounding

country now have an opportunity to sell their

cows, butter, poultry, game or anything in that

line at the very highest prices. Call upon A.

Cassiques, 1607 Fifth Street, corner of Holy-

oke Street, West Berkeley, who will tell you what

ever you have, either large or small quantities.

May 28, 1896.

You get a full weight at fair prices when you

buy your meats at Daley's, Fifth Street, near

Bancroft way. 4-3 m.

If you want the finest of fruits, Vegetables,

call on H. Kure, in the Klinkner block, Golden Gate. He will sell

outside just at low prices. Give him a call

once, and you will be convinced. May 28

The Honiton on the corner of Stanford

Place and Center street will keep the finest

assortment of confectionery always on hand.

Ice cream made from pure cream furnished

patrons and families at short notice. All can

dishes made in the store. 229 m.

NOTICE.

To whom it may concern, My wife having

left me and I will not be responsible for

any debts contracted by her.

West Berkeley June 19, 1896. ELDORADO.

Schmidt & Zenger are in the Shattuck

block.

YOU GOING CAMPING?

Is your Hair turning Gray?
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West Berkeley June 19, 1896. ELDORADO.

Schmidt & Zenger are in the Shattuck

block.



It is a good Thing. Push
it along That's what
everybody says that
buys their shoes of the
CALIFORNIA SHOE STORE
900 1/2 Washington Street, Oakland

WORK FOR BERKELEY

DON'T SPEND YOUR MONEY OUT OF TOWN.

Facts in Regard to Berkeley Factories, Etc.—A General Resume of Business Interests.

Berkeley is located in the north-western corner of Alameda county. No better location could hardly be imagined for a city, combining as it does almost every natural advantage. The bay on the west gives freight transportation; the ground has an almost imperceptible slope from the hills, lying in the eastern part of East Berkeley, giving good drainage; the climate is admirable, better than in San Francisco, ten miles away.

In addition to this there are now horse and electric cars going to most parts of Berkeley and Oakland; and steam car half-hour service for San Francisco, from both East and West Berkeley.

We have the State University in East Berkeley, where there are annually 1500 students for eight months.

Some far-sighted business men, quick to see the superiority of Berkeley's natural advantages, and knowing that sooner or later they must inevitably result in there being a large town, have located manufacturing plants here, generally between the bay, where they could have transportation on the water, and the railroad, where they could have the same on land. Land costs a trifle to what it does in a large city. Here they have all the advantages that a large city could offer without the expense, and are within forty minutes' ride of San Francisco.

These men have been most uniformly successful, the great features mentioned having been sufficient to give them an advantage over competitors. Some of the largest factories on the coast are in Berkeley. The large and growing population of Berkeley has attracted a number of merchants also, who are as a class intelligent, enterprising and liberal men, who carry large stocks in their various lines, and sell as cheaply as goods can be bought anywhere. But, strange as it may seem, many of our people do not take kindly to Berkeley tradesmen, but are inclined to patronize outside firms; are caught by the glitter and glamour of the big city store while our home ones suffer. We believe this is wrong for several reasons:

First.—Nearly all our business men are real estate owners and consequently Berkeley tax payers. Outside firms are not.

Second.—When money is spent in Berkeley stores a part of it is likely to go into some Berkeley improvement; it is not lost to the town, but is paid out again for labor or in-building.

Third.—It is economy to buy in Berkeley. You save carfare; You will get a better bargain elsewhere, but it will be made up on something else. Many of the so-called bargains offered by outside firms are spoiled or shoddy goods that our merchants would not dare to give away.

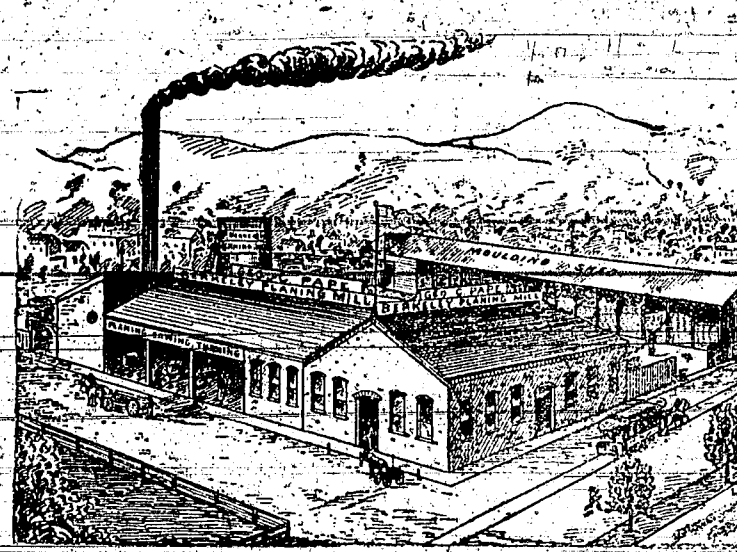
Fourth.—It is an absolute necessity that Berkeley money be spent in Berkeley if buildings be built; labor employed; real estate increase in value and the city improve in every respect as a healthy city should.

We do not mean to influence our readers against the branch stores here, as they are owned by liberal men who employ labor, invest capital and are in every respect worthy of support.

We have complete electric light, telegraph, telephone, gas, water and sewer systems. The growth of the town is steady and increasing. A number of fine residences have been erected this year. There are very few empty houses.

The fine church edifices, grand college buildings, library and schools, solid business blocks, elegant residences, well carefully kept grounds, fine walks and macadamized streets, all plainly indicate the culture, energy and artistic taste predominating in this fairest and most inviting of California's cities. We do not claim to portray in anything like a perfect manner her beauties and advantages; it is a model town; and those who have families to rear, and who seek a community where education, refinement and Christian influences predominate, will find within her borders precisely what they are looking for. Those who have money to exchange for merchandise, and wish to obtain the most value in return, could not do better than to patronize Berkeley's enterprising merchants. Below are given some facts in regard to the more prominent firms and institutions:

Bryan was nominated on July 16 to platform, but the chances are more than 16 to 1 against his election.



BERKELEY PLANING MILL, GEO. C. PAPE PROPRIETOR.

They now occupy a large pleasant room, well filled with the choicest goods that money can buy or factories produce. During the long existence of this firm they have built up so considerable a patronage that it enables them to buy goods in large quantities, and consequently receive the advantage of discounts denied to those not so favorably situated; their expenses are light; nobody on the Coast sells cheaper. An upholstery department is with this store. This firm also has an

UNDERKATING ESTABLISHMENT AT 1212 CENTER ST.

Everything that goes to make up the most complete and efficient service and modern paraphernalia is here found. They make a specialty of embalming. Mrs. Durgin is an undertaker of long experience, having served an apprenticeship in San Francisco before coming to this place. They are the pioneer undertakers of Berkeley.

DURGIN & BLEAKLEY are using every effort in their power to promote the city's interests; they want patronage and are using every reasonable inducement to get it. It is to the advantage of every person to see them before going elsewhere.

JOS. J. MASON, Notary Public, Real Estate and Insurance Agent—Adjoining Hotel.

To those with whom Mr. Mason has conducted business he needs no recommendation. He has been in business here eight years, and has ever been associated with transactions that were reliable in every respect; among the many deals of magnitude which he has been instrumental in bringing about, it might be mentioned that he negotiated the sale of the Berkeley Electric Light and Heat Co., and the Hann Block to Capt. J. T. Wright, Vice Pres. Oakland Gas Light and Heat Co. He represents the leading insurance companies; he makes a specialty of handling choice Berkeley property, also attends to all business in the real estate line promptly and carefully, such as taking charge of property, collecting rents, etc. Mr. Mason is a director in the Berkeley Electric Light and Heat Co., and also in the Homestead Loan Ass'n. He is eminently well fitted for the proper care of all business entrusted to him, and anyone who comes in contact with him becomes a friend.

JOSEPH HONER, Manufacturer and Dealer in Boots and Shoes. —Prick Block.

Mr. Honer is located in a neat room on Stanford Place opposite Berkeley Station. He has been in business in Berkeley nine years; he carries a stock of good shoes, selling more of the well known United Workingmen brand than any other. He sells only good shoes, and as cheap or cheaper than Oakland, taking quality into consideration.

Mr. Honer also does repairing; he does his work promptly and well, and the price is as cheap as for cheaper work.

J. M. McNAMARA, Stoves, Ranges and Household Utensils, Plumbing, Plating and Gas Fitting, Shattuck Ave. Near Center St.

Mr. McNamara is one of the pioneers of Berkeley. He has been in business here seventeen years, and for nine years before that was foreman of the water company. He uses every exertion to the end of the promotion of Berkeley interests. In his place of business, he guarantees patrons a saving of ten per cent.

Having had such a long experience in his line, over a quarter of a century, he can truthfully assert that he is able to give work to his customers that is perfectly satisfactory. Any one needing anything in his line could not do better than to call upon him. We assure them of good treatment and the lowest terms compatible with honest goods and work.

A. ERLANDSEN, Proprietor of Berkeley Hardware and Repairing Shop—3020 Shattuck Ave.

Mr. Erlandsen keeps a stock of general hardware, tinware and household goods, carpenter's tools, garden tools, cutlery, ammunition, etc., occupying not only the store at above number, but also the cellar and a building in the rear.

In addition to supplying his large regular trade he does all kinds of mechanical repairing, locks are repaired, keys fitted, saws filed, scissors and knives ground, sewing machines cleaned and repaired, lawnmowers sharpened, guns repaired, etc. Tin work of all kinds is also done. Mr. Erlandsen is an expert machinist and does his work expeditiously and in the most workmanlike manner.

The fact of his permanent relations with his patrons is a conclusive argument that those who deal with him receive satisfaction.

GAD. AYLWIN, Dealer in Groceries, Hardware, Etc.—Opposite Lorin Station.

Mr. Aylwin has been in his present business about eight years. He handles a complete stock in his double line, staple and fancy groceries and general hardware.

He sells as cheap as Oakland prices. There is no excuse for anyone going to Oakland for anything in his line as the chances are that they will pay more for it in Oakland than they would if they bought of him, and are out of carfare and time. You can save money and help home enterprise by dealing at this store.

H. J. SQUIRES, Drugs, Patent Medicines, Toilet Articles, Stationery, Soda and Cigars—North Berkeley.

Mr. Squires began business in North Berkeley a little over a year ago upon the opposite side of Vine street, from his present location. He began as an experiment, but found trade so good that he and his brother built the present substantial building in which his store. Business is double now what it was when first starting in.

A fresh stock of goods is kept. Goods are bought in small enough quantities that they will not get stale or lose strength before sold. They are sold at city prices, so there is no reason for not buying here.

Mr. Squires has lived in Berkeley eighteen years. He is a graduate of the College of Pharmacy, University of California, class of 1890. He has many friends who rejoice in the successful outcome of his experiment.

NEW HOME BAKERY, Home Made Bread, Pies, Cakes, Confectionery, Etc.—1531 Shattuck Ave., North Berkeley.

The New Home Bakery has only been running a few weeks. Mr. R. H. Strubridge, the proprietor, was formerly a resident of Lorin, but seeing the advantages of North Berkeley, decided to locate there.

He makes the best class of good, rich home made goods, and is well meriting the fine trade which has already sprung up. He competes with Oakland prices. People living in or near North Berkeley will find it advantageous to patronize him.

R. R. RUSH & CO., Dealers in Groceries, Provisions, Flour, Feed, Etc.—Southwest Corner, Shattuck and Vine, North Berkeley.

The above firm began business in North Berkeley about three years ago. They handle a complete stock of goods in their line, and owing to the fact that a very good business has been built up, are able to have at all times good fresh groceries.

They make no idle boast when they claim to sell as cheap or cheaper than Oakland or San Francisco, but are willing to back up their statement by comparison of prices. Those living near will find it very much to their advantage to deal with this firm.

R. W. GIFFORD, Real Estate and House Broker, Notary Public, Loans Negotiated—Golden Gate.

Golden Gate is growing at a steadily increasing rate; more houses have been started in the last three months than before for a year, and nearly every house in the town is in use. In recognition of this fact it is well that such a man as Mr. Gifford is looking after the real estate interests of Golden Gate. He is a practical, conservative and reliable gentleman who thoroughly understands his business, having been in it in his present location for seven years.

He does a general real estate business, is a notary public, places insurance, negotiates loans, takes charge of houses, etc. Business relations with Mr. Gifford will be found satisfactory in every respect.

ALBERT BROWN, Undertaker and Embalmer—2139 and 2141 Center St., East Berkeley.

As a model undertaking establishment no better place could be cited than the one above. A pleasant office is in front; a splendid variety of all kinds of caskets is in the main storeroom, arranged in exquisite taste. At one side of this room, and with doors leading from it and from the business office is a large pleasant chapel arranged for the holding of funeral services. In the rear is the morgue.

The place is left in charge of Mr. J. E. Straight, deputy coroner, a very pleasant and courteous gentleman. The undertaking and embalming is done by Chas. C. Cornwell, than whom there is no better on the Coast.

O. G. MAY & CO., Dealers in Real Estate—Center St. Near Stanford Place.

White O. G. May & Co. have been in Berkeley but one year, but the exercise of energy combined with business ability they have obtained a place in the commercial world rarely attained in so short a time. At present they are interested

ed in the building up of Scenic Tract, adjoining the University grounds on the north. This is a very pretty and desirable place to live, with nicely laying lots, splendid drainage, and the finest view in the city, overlooking Oakland, Alameda, San Francisco and far to the north. Nine new houses have been built on this tract this spring, and a splendid eight-room house sixty-eight feet long is being erected by which at present upon the highest point of the tract. Scenic Tract is within eight minutes' walk of Berkeley Station, and five of the University buildings. They are offering lots 50x125 for \$850, \$50 down and the balance at \$10 per month. This is less than one-half what land costs an equal distance south of the University.

O. G. May & Co. have transacted a great deal more business than they anticipated when starting in, a great deal of it has been with people from outside, Santa Anna, Sacramento, etc., which shows that they are awakening an interest throughout the country in Berkeley real estate; this is not only a good thing for O. G. May & Co. but for Berkeley, as it is only necessary for outsiders to know the real merits of Berkeley investments to become interested in our city.

Those doing business with this firm will find it satisfactory, and the firm perfectly reliable, and of good judgment.

LA REINE PHOTO CO., Ground Floor Studio, 2145 Center Street.

The above firm, composed of Messrs. Schaffer and Aiken, while only in business here three months, has already shown such examples of the artistic value of its work as to fully recommend it to Berkeley people. Mr. Schaffer, who supervises all sittings, has been connected for a long time with the best studios of Oakland and San Francisco, and in a recent competition for the work of a very large San Francisco institution obtained the signal distinction of vanquishing all opposition upon the grounds of merit.

They are continually adding those things which are not absolutely necessary to the making of photographs, but which add to the comfort of patrons and elegance of work, and are nicely fixed to accommodate all comers.

They do viewing, taking of houses, landscapes, etc., and also developing for amateurs. Business has been much greater than they expected, a great deal of it coming from San Francisco and Oakland.

S. H. METCALF, Proprietor of Optical—Electician—Stanford Place Near Center.

Mr. Metcalf was well known as an electrician before going into his present business, as he was employed by the Berkeley Electric Light and Heat Co. for several years. He started in his present location and business eighteen months ago.

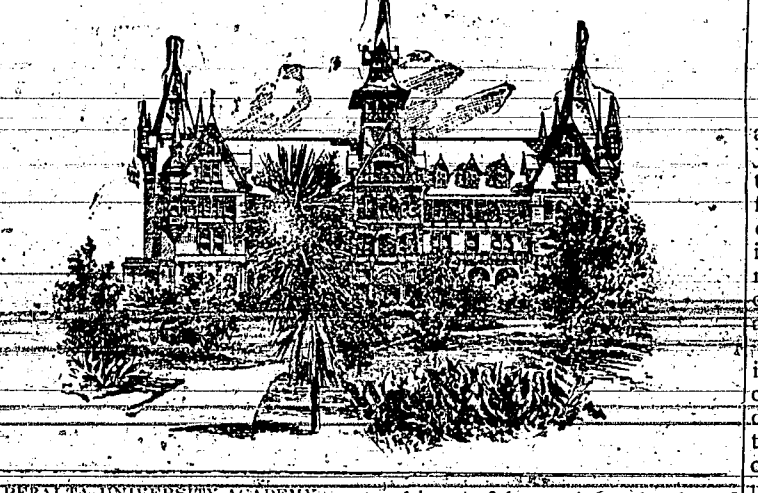
He does all kinds of electrical work, house wiring, furnishing and putting in of fixtures, etc. He has a fine line of bicycles both for rent and sale, and every accommodation for patrons. He is exclusive Berkeley agent for the Barnes bicycle and Morgan & Wright tires. He owns a residence in Berkeley, is doing all in his power to promote Berkeley interests, and deserves the support of Berkeley people.

SAMUEL WAKEHAM, House and Sign Painter, Glazing, Tinting, Window Painting, Hanging, Etc.—P. O. Block.

Mr. Wakeham is one of the pioneer business men of Berkeley, twenty years having elapsed since he started. He has conducted his business in such a manner as to win a large share of the trade of the vicinity, and the respect of all. He does all kinds of work in his line promptly and as reasonably

and well as it can be or is done by anybody. He employs from two to four men all the time, and keeps a large stock of material for sale. He is also interested in crude oil at Summerland, Santa Barbara county; a large portion of the product from the company he is interested in is used in this county. In order to further the development of his oil property, the Alameda and Santa Barbara Development Co., which he represents, wishes to dispose of some stock. He would be glad to consult with anyone having money to place in a desirable investment.

Those dealing with Mr. Wakeham find business a pleasure.



PERALTA UNIVERSITY ACADEMY, The Peralta University Academy building is one of the handsomest structures in the state. But a faint idea of the magnificence of its appearance can be obtained by a study of the cut given. It is located on a slight knoll, from which is obtained a splendid view of Oakland, San Francisco, Alameda, and the beautiful surrounding hills, state of Mt. Tamalpais and San Francisco Bay. The building and improvements cost \$180,000. The architect who conceived the plan for this noble structure is Gustav Albert Behnd, 22 1/2 Geary St., San Francisco.

The Academy is a school for boys; the plan is the fitting of students for admission to any college or university in this country or Europe, and especially to the State University or Stanford. The school will be entirely undenominational. However the instructors expect to attend to the moral development of students as strictly as to the mental and physical culture. Any student whose influence is found to be injurious will not be allowed to remain. All the teachers employed have had from five to twenty years experience in the management and

teaching of boys in schools of this grade, and understand perfectly the requirements needed for admission to the different colleges. They are recommended by many of the most prominent educators in the United States.

Military instruction and drill will be a feature of the institution, drilling three times a week, having dress parade on Friday, when visitors will be especially welcome. On that day the students are to appear at the dinner table in dress uniform and the teachers in full dress.

The gymnasium is one of the best in the state. Gymnastic exercises are one of the requirements of the school. Athletics and amusements will receive due attention. The laboratories and library and reading room are above criticism in every respect. The first term of the school opens August 5th, and closes Dec. 19. We could perhaps give a more extended notice to this institution, which is one of the finest in the West, but we believe we have embraced the main facts. Those desiring further information should address J. J. Moran, Mgr., of Jas. Blackledge, Head Master.

BERKELEY BAZAAR, Crochery, Chintzware, Glassware, Silverware, Cutlery, Ornaments, Lamps, Household Goods, Etc.—Shattuck Block.

Mr. H. R. Sorensen established the above place two and a half years ago. He has a room 28x35 feet, closely filled with an immense variety of fine goods, and has a trade that requires the services of several clerks to accommodate. He solicits the trade of Berkeley people upon the merits of his goods and the cheapness of prices, which are as low or lower than San Francisco or Oakland. He thoroughly knows his business, having clerked for sixteen years in the largest houses in San Francisco, and thirteen years in Europe and different countries. He knows that it is necessary to get trade and hold it to make the right kind of prices and sell goods that are as represented, which he does. It will pay anyone to visit his store, which is truly a model one in every respect.

H. H. SCOTT & SON CO., Dealers in Coal—2140 Shattuck Avenue, East Berkeley.

The above firm, while only in business here three months has had most phenomenal success, a great many people who heretofore traded in Oakland having begun with them. The reason is found in the way they conduct their business. They are ready at all times to supply from one to twenty tons of any kind

of coal on an hour's notice; they are very careful to give only the best screened and clean coal, and full weight. Their price is as low as others.

Mr. Scott and Mr. Dorsey, who are now well known to Berkeley people, are two energetic and reliable young men who are partners in misfortune as well as business, having both suffered the loss of their fathers. It is a source of gratification to their many friends that their earnest efforts to please the public has met with such a measure of success.

B. O. WATROUS, Dealer in Groceries, Provisions, Etc.—Cor. Ada and Yellow Blk., Lorin.

As an example of advantages offered by merchants to buyers perhaps no better firm could be cited than the above. A good line of staple and fancy groceries is carried. A large trade has been established in the two years which he has spent in business, which enables him to have on hand at all times a fine fresh stock. He sells for cash only, and guarantees as cheap prices as can be obtained in Oakland or any place else. No one living near Lorin can afford to overlook this grocery in the purchase of goods. Mr. and Mrs. Watrous both give their attention to the business and by their courteous treatment of patrons have won many friends.

THE EL DORADO LINSEED OIL WORKS COMPANY, The Eldorado Linseed Oil Works Company was organized in 1892 and incorporated with a capital stock of \$100,000. The cut does not show all the buildings in use by them, but gives a fair idea of the front view. This company's numbers among its officers and stockholders some of the best known business men on the Coast. E. Polhemus is president, Geo. A. Moore, secretary, and among the stockholders are Mr. Tallant, of the Tallant Banking Co., E. C. Burr, of the Alameda Sugar Co., and other prominent men.

The business for which they are organized, and which is done, is the manufacture of linseed oil, coconut oil, linseed and coconut cake, everyone is doubtless familiar with the various uses of linseed oil and linseed cake; coconut oil is used largely in the manufacture of soap, and coconut cake, a by-product of copra after the oil is extracted, is used for food, while coconut cake is not generally used by farmers and dairymen all over the country, from the fact of its not having yet been thoroughly introduced, it is being used in many places by leading dairymen with splendid results, and in the vicinity of Berkeley, especially, it is used extensively.

The various products of their manufacture are distributed all through the western states, where they are constantly opening up new markets, especially for coconut oil; this has previously been imported from Ceylon and Java, but there is no protection upon this product, and consequently they are forced into competition with cheap East Indian labor, through this great injustice, which we hope will be remedied by the next administration, the greatest economy in the manufacture of oil has to be exercised to meet this competition.

W. T. GILLIHAN, The Grocer, 2110 Shattuck Avenue, East Berkeley, solicits the good will of the public.

It is as valuable to us as is your trade. We want both, and to gain our point, we constantly endeavor through absolute fairness in our dealings with our patrons to gain and maintain their good will and confidence, and thus have every one of our customers use their influence in our behalf when occasion arises. We take this occasion to call your attention to the facts that we are striving for a Cash Business. The next step to that is a settlement of our bills every 30 days, as we want to be in a position to meet any and all competitors from anywhere which is only possible by strict adherence to the above principle.

In order to convince you that we are selling as low or lower than Oakland or San Francisco prices, we submit the following:—We offer fresh butter at 25 to 35c, fresh cheese at 10 to 30c, salad oil at 10 to 25c or a sack of good flour at 95c, we sell all other goods in proportion.

W. T. GILLIHAN, Grocer.

SHATTUCK AVE. PLANING MILL.

This planing mill was established about three years ago by Messrs. Johnson & Cavan. They manufacture mouldings, brackets, window frames, water tanks, etc., and do all descriptions of planing, scroll sawing and turning. Their business is not confined to the immediate locality, but extends throughout Alameda county and San Francisco. The reason for this is found both in the quality of work and the cheapness of price. They are splendidly situated, having a railroad track on each side of the mill, from one of which the rough lumber is unloaded, and upon the other the finished product is loaded. This combined with the latest improved machinery and the thorough system which pervades the establishment makes them able to compete with the prices of any firm. Among the jobs done by them may be found some of the best in the locality; the Bailey Block, Hume Block, Wyckoff building, etc. Those dealing with Johnson & Cavan find them pleasant gentlemen who are masters of their business, and transactions always a satisfaction.

GOLDEN SHEAF BAKERY.

This old established house, so well and favorably known has become a household word in Berkeley. In 1877 Mr. Wright started what he then regarded as a very doubtful enterprise, doing all the work within his own family and striving to please the public by producing the best goods in his line. For several years he scarcely gained any headway, but Berkeley was destined to become a city, and Mr. Wright kept steadily abreast of its requirements, until today, with his many improvements he has one of the most elegant bakeries in the state. The store itself is a model of

H. M. WATERBURY, Proprietor of Berkeley Livery, Sale and Boarding Stable—Center St.

People are pretty well acquainted with Mr. Waterbury and his way of doing things. His place has been the hub of the livery wheel for seven years and a half, and now it is the whole wheel.

Hedoes a general livery business, and tries to always furnish people with good horses when wanted, either to buy or hire. He keeps as many horses and as much rolling stock as the town's business will permit, and endeavors in every way to merit his extensive patronage. You can find exactly the sort of an outfit you are looking for and get it at a reasonable price at his place.

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with a protective tariff the business would be materially extended and employment given to more labor; it would also extend the trade with the South Sea Islands, from whence the copra comes, as lumber, building material, flour, etc., is sent in exchange for copra, giving payment to our farmers both ways over the Southern Pacific ocean.

They employ from twenty to twenty-five people, but under proper encouragement expect to largely increase this force.

E. L. C. Steele & Co., 208 California St., San Francisco, are the agents of these works.

exquisite taste, cool, clean and really beautiful; his artistic con- and shelve-ry filled with the choicest of goods fairly makes ones mouth-water to see them. This list of goods is altogether too numerous to mention; suffice it is to say there is nothing known to the trade from a loaf of bread to the most highly finished and elaborate confections but what he makes and sells. Mr. Wright believes that any business to become enduring must rest on the solid foundation of excellence in its productions. "Get the best," he thinks applies as much to a doughnut as a dictionary. His motto is the "best goods at a fair price coupled with straightforwardness, honesty and attention. Relying upon these principles he still hopes to merit further success.

WM. J. DREW, Tribune, Winton, Eldridge and Belvedere Bicycles.

On Center street near Shattuck is located a new bicycle store, owned by Mr. Drew. Good wheels are always on hand, also fine renting wheels. They receive the best of care and are always in the best of shape; consequently there is no fear of a breakdown and having to walk when you ride one of these wheels. This place has every facility for the comfort of their lady patrons.

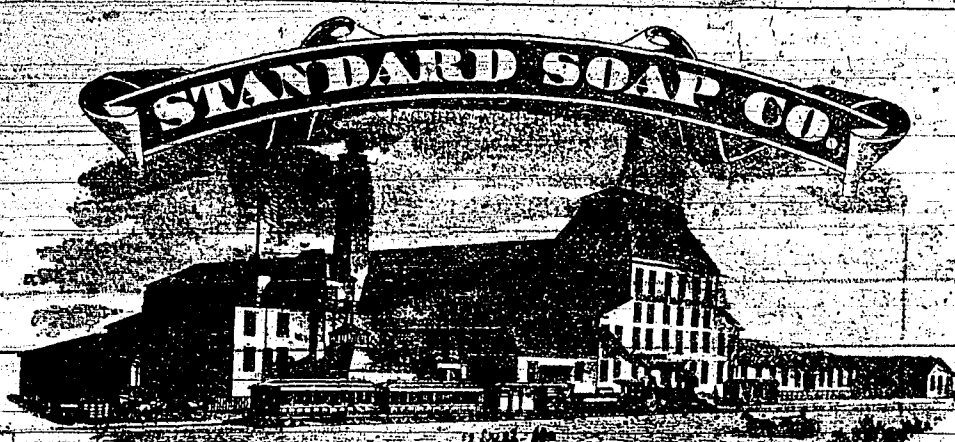
They have the agency for the Tribune, Winton, Eldridge and Belvedere wheels. One of their special features is the Tribune tandem, which has the most rigid running and madcap springs. They carry a full supply of sundries and have every facility for repairing. They have all kinds of new and second hand wheels for sale at all prices; these wheels are always ready for inspection.

All of their patrons receive the best of treatment. This firm was formerly on Shattuck Ave.

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People are pretty well acquainted with Mr. Waterbury and his way of doing things. His place has been the hub of the livery wheel for seven years and a half, and now it is the whole wheel. Hedoes a general livery business, and tries to always furnish people with good horses when wanted, either to buy or hire. He keeps as many horses and as much rolling stock as the town's business will permit, and endeavors in every way to merit his extensive patronage. You can find exactly the sort of an outfit you are looking for and get it at a reasonable price at his place.

The question of the hour now is if we get free coinage of silver how are the masses going to get it after it is coined. Without protection there will be no work and England will not sell us her goods except on a gold basis.



STANDARD SOAP CO.
 CAPITAL \$500,000. 525 MARKET STREET. SAN FRANCISCO, CAL.
 INCORPORATED April 9th 1875

Largest Soap Factory West of Chicago—West Berkeley.

The great building two blocks south from West Berkeley station, and lying between the railroad tracks and the bay is the factory of the Standard Soap Co., the largest and oldest manufacturers of soap west of Chicago.

This company has built its immense trade and is holding it by the exercise of two important factors. One is quality; they are the only soap firm on the coast that is thoroughly equipped for the manufacture of milled toilet soaps. Their whole product in quality is exactly as represented, and, absolutely above criticism. The other is price; they have all the improved machinery and appliances for the saving of expense in manufacturing, and have also reduced the expensive methods heretofore existing of reaching merchants; therefore they are enabled to make such prices that no other firm on the coast can compete with any profit whatever to themselves.

It is a fact gratifying not only to stockholders of the Standard Soap Co., but to all interested in the prosperity of Pacific Coast industries, that while many firms are complaining of hard times, and are cutting all expenses, the Standard Soap Co. has gone ahead with improvements, and is pushing its trade as usual, which is increasing daily; never booming, larger one month only to be smaller the next, but increasing with the steady, healthy growth which business men are so glad to see, and which tells of bold, judicious business management.

The success of this company can be attributed to the fact that in every department of the immense plant from the lowest to the highest

position it is the policy of the firm to have only men who are expert in their particular work. Not only do they furnish the best materials to the factory, but employ only the most skilled artisans, in order that the best results may be obtained in the manufactured article. So with their salesmen, men who are responsible, conservative in their statements, and are trustworthy are employed, and throughout the whole establishment this system is in force. They also use every economy, have their own steamer for transportation, box factory and printing office, candle works and glycerine plant, in order that every available expense be cut off. This is something that few factories in the United States have done, but it has been found to be of great economy to this company.

Their office and salesroom is at 525 Market St., San Francisco.

J. EVERDING, Proprietor of Pioneer Starch Factory, Feed Mill, Etc.

Mr. Everding may well be considered one of the pioneer business men of the Coast, having been established in his present business since 1854.

He grinds and sells all kinds of feed, and runs his starch factory in connection with the feed mill, using part of the grain for the one and part for the other. He also manufactures from the residue the well known washing powder, "Soaperine." The quality of all articles sold by him is above reproach. His business has been built upon the principle of honesty, giving full value received for every dollar spent with him.

He was a practical starch maker when he started in business here in 1854; having learned his trade with Geo. Fox, of Cincinnati, O., after which, he, with Andrew Erkenbrecher started the starch factory of Everding & Erkenbrecher, at Cincinnati. In 1852 he came out to California representing the above firm, intending to build a starch factory here in connection with the eastern one. He failed to start a partnership concern, however, but in 1854 sold out his interest in the Cincinnati house and began business here for himself alone.

Had it not been for his experience and energy, it would likely have gone hard with him, judging from the experience of other starch manufacturers on the Coast, there having been no less than twenty started to run a short time and fail. But Mr. Everding is a very practical man, and has not only run his mill and starch factory in connection with each other, but has also provided a retail outlet for a portion of his product. He attempted to do that only which he thoroughly understood, and in a very conservative manner, relying upon hard, untiring labor to in the end reward him with success. This has proven true, as his present business, the outgrowth of his long years of unremitting effort, is in a very prosperous condition.

He employs several people, who have mostly been with him for a long time of years, one of them since 1854 and another for thirty years. His long, steady and honorable business career has won him a high position in the commercial world, and a reputation for his productions which is only equalled by the quality of the articles themselves.

JOHN M. CREED & SONS, Dealers in Coal, Hay, Grain, Lumber, Etc.—Stanford Place Opposite Station.

Mr. Creed is one of the pioneer residents of Berkeley, having lived here eighteen years; he was in the contracting, business, sewer and street work, grading, sidewalk, etc. He put down the University Avenue sidewalk, among other contracts. The present business is a recent purchase of his and his sons, but with the many friends made by so long a residence, and by the

HENRY W. TAYLOR, Dealer in Lumber, Brick, Lime, Plaster and Builders' Hardware.—W. Berkeley.

Mr. Taylor has been the owner of the lumber yard of which we give an illustration, for about fifteen years. He is splendidly situated as regards freight facilities, being close to the main line railroad track, and having his own wharf extending 1500 feet into the bay.

While he carries heavy lines in everything handled, he pays particular attention to pine and redwood lumber, with which the yard is very well stocked.

By many years of honorable business transactions and prices has been attained. Mr. Taylor's pleasant treatment of patrons for can be given much credit for trade has been built covering a large territory, and a high reputation for honesty of goods and reasonable

Any person needing anything in

his line could not do better than get his estimate before purchasing, and we assure them of the lowest terms and fair treatment.

SCHMIDT & ZEHNER, Dealers in General Hardware, Tin and Agricultural Implements.—East Berkeley.

As an example of the splendid opportunities offered by Berkeley merchants to the public the above firm is of tremendous importance. Their motto is: "Good goods at fair prices," and no one can accuse them of having deviated from it on any occasion.

A tin shop is run in connection with the store, both for making and repairing. All tinwork is performed in the best manner; all valley in is made at home, so that patrons know what they are getting. Glazing and key fitting is also done. A very complete stock is on hand always in every line.

This firm makes a profit upon every article sold, they do not set out an article in front for sale at less than cost, to catch the eye of the public, and try to make up the loss on something else, but do a legitimate business, making only a reasonable living profit on everything sold, not having heavy expenses, and buying everything for spot cash, they are enabled to make better prices than Oakland or San Francisco firms. All goods are marked in plain figures, which are not elevated from a child can get things here just as cheap as a man.

Persons dealing with this firm not only receive the best goods at reasonable prices, but also pleasant and courteous attention. Their motto is: "Patronize home industry and build up the town."

D. R. WENTWORTH'S SHOE FACTORY, The Gold Medal at Oakland—Pushing Business Successfully.

D. R. Wentworth has been in this vicinity for eighteen years, but he made the move of his life when he started his present business three years ago. He began manufacturing shoes, employing one man, but one man was not enough to supply the demand, nor was four or five enough, but it takes from twelve to fifteen men to keep up with orders now. He has been obliged to enlarge his quarters by three additions, one of them being a two-story building, entire, he uses for power, a five-horse-power gasoline engine.

Mr. Wentworth is the only man on the Pacific Coast who has received a gold medal at an exposition for superiority of workmanship and material in shoes; he received this great honor over all competitors.

The secret of his business success is, however, is not only in his good shoes, but in the price at which they are sold; he has not the heavy expenses of his city competitors, rent,

had accounts, etc., and consequently can and does sell cheaper.

In his retail department he sells from ten to twenty-five per cent cheaper than San Francisco firms. He also sells in this department cigars, tobacco, strings for musical instruments, fishing tackle and a few notions. In both wholesale and retail departments everything is sold strictly for cash.

It is a fact very gratifying to Mr. Wentworth who has several customers in East Oakland who are his patrons, and buy all their shoes for that special purpose. His retail business was 2000 pairs last year.

If Berkeley ever gets to be a large city it will be through the possession of such men as Mr. Wentworth, who by steady, honest, energetic and persistent methods command the attention of trade from outside the town and provide employment for labor.

ED. BRENNAN, Dealer in Groceries, Provision, Fruit, Hay, Grain, Crockeryware, Etc.—Cor. San Pablo and University Ave.

Perhaps no man in Berkeley is better known than Mr. Brennan, who has been a resident of the vicinity for twenty-one years. He and his two brothers conducted for about ten years one of the largest ranches in the country, but for the last three years he has confined his energies to the pushing of his present business.

He handles quite a complete line of new and desirable goods and sells at prices that command the attention of buyers. Mr. Brennan invites everyone to give him a trial order, and feels convinced that when quality of goods and low prices are taken into consideration a permanent business connection will be formed which will ever be pleasant.

D. H. BRUNS & CO., Dealers in Groceries, Hardware, Crockery, Hay, Feed, Coal, Etc.—Cor. University and San Pablo Avenues.

One of the oldest and most important business houses in Berkeley is the store owned by Dr. H. Bruns & Co. Mr. Bruns established it twenty years ago, and it now occupies six large store rooms besides large rooms and sheds for feed, a comfortable billiard room, and a crockery room upstairs. They have 120x120 feet in use.

They handle full line stocks in every line carried. In fact the amount of business done by them requires that they buy in large quantities. Buying in large quantities gives an advantage in price, and the absence of many expenses of merchants doing business in a large city makes it possible for the house of D. H. Bruns & Co. to even undersell San Francisco and Oakland firms, which they do in many things. This store employs six men and two double teams all the time. While many firms are complaining of hard times it is interesting to note that D. H. Bruns & Co.'s

Those doing business with this firm will find a satisfactory and the firm perfectly reliable and of good judgment.

WEST BERKELEY POST OFFICE.

West Berkeley has had reason to congratulate itself upon its postal service for a long time. Since Miss Kate Teague became postmistress, Dec. 4, 1885, its efficiency has been above reproach.

Miss Teague also keeps stationery, notions, confectionery, machine oil, and all kinds of machine needles, and makes a specialty of school books. She sells as cheap as Oakland or San Francisco firms.

BARKER & HUNTER CO., Dealers in Lumber, Lath, Shingles, Lime, Cement, Builders' Hardware, Etc.—Bright Way.

Barker & Hunter have been in their present business two years. They carry an immense line of all materials usually found in a first-class lumber yard and sell as cheap as Oakland and cheaper than San Francisco prices. Considering the general business depression, which in the last few years has done so much havoc with business, and especially the building lines, this firm has made a wonderful showing.

When they say that they sell the same grades of goods as cheap as

WORK FOR BERKELEY

MORE PROGRESSIVE MEN AND INSTITUTIONS.



Geo. Schmidt.

Dealer in Real Estate—Notary Public—Stanford Place, Opp. Berkeley Station.

Perhaps there is in Berkeley no person better known, both at home and abroad than the subject of our sketch, who has been in business here ten years, and whose name has ever been associated with important transactions; he has lately opened up a new tract of land called Schmidt's Village, that promises to overtop all former efforts; this land, comprising 300 acres, is just over the Contra Costa county line, north of Berkeley, facing on San Pablo Ave. He is selling lots, 50x130, at the phenomenally low figure of \$50, \$100 cash and the balance \$1.00 a week; it is well worth that money for raising fruit, as the soil will grow anything; splendid water is found at ten or twelve feet.

There is also some acreage in this tract offered for \$750 for five acres; \$100 down and the balance \$10 per month. With a soil that leaves no want unsatisfied for fertility, with pure cold water for the reaching for, and with the city with-

business has not even stood at a standstill, but has improved somewhat during the past year.

This firm thanks the public for the many favors shown in the past, and hopes to merit their continuance in the future.

O. G. MAY & CO., Dealers in Real Estate—Center St. Near Stanford Place.

While O. G. May & Co. have been in business in Berkeley but one year, by the exercise of energy combined with business ability they have obtained a place in the commercial world rarely attained in so short a time. At present they are interested in the building up of scenic grounds on the north. This is a very pretty, and desirable place to live, with nicely laying lots, splendid drainage, and the finest view in the city, overlooking Oakland, Alameda, San Francisco and far to the north. Nine new houses have been built on this tract this spring, and a splendid eight-room house sixty-eight feet long is being erected by them at present upon the highest point of the tract. Scenic Tract is within eight minutes' walk of Berkeley Station, and five of the University buildings. They are offering lots 50x125 for \$850, \$50 down and the balance \$10 per month. This is less than one-half what land costs an equal distance south of the University.

O. G. May & Co. have transacted a great deal more business than they anticipated when starting in; a great deal of it has been with people from outside, Santa Anna, Sacramento, etc., which shows that they are awakening an interest throughout the country in Berkeley real estate; this is not only a good thing for O. G. May & Co., but for Berkeley, as it is only necessary for outsiders to know the real merits of Berkeley investments to become interested in our city.

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an ideal location for a home, where can be had all the comforts of the country, combined with the luxury of the city.

In a few minutes' ride, it would seem that these five-acre tracts offer purchasing in this tract, the price is so low and the property so desirable that it will not be long before eager buyers will own it. Property is at a lower point now than it will ever be again, and people know that it is a sure thing that they can get more out of their investment in the future than they now spend.

Mr. Schmidt is also going to put some large tracts in West Berkeley and Berkeley on the market soon at low prices.

There is no reason why people should not own their own homes when they get land so low. Parties desiring information, or who want to buy, should call upon or address Geo. Schmidt, Stanford Place, opposite Berkeley Station, Berkeley, Cal. Those desiring to visit the land will be accommodated, as a carriage is always in waiting at the office.

gentlemen are well known and prominent in business circles and do exactly to the letter as they say. Anyone would do well to see them before purchasing.

BANCROFT'S BOOK STORE.

Mr. Bancroft wants his share of the trade of Berkeley, but he asks it from no standpoint except that of economy on the buyer. When people can buy cheaper in San Francisco than they can in him, let them go there to get them. But he knows they cannot do it. For instance, he buys his stock of the same people that San Francisco jobbers do. He buys in large quantities and he sends cash with the order, and gets just the same prices. How can a man who buys his goods of jobbers expect to compete with him? He buys envelopes in 100,000 lots, paper in 40 or 50 ream lots, school books by the thousands of dollars worth. They can be shipped as cheap to Berkeley as to San Francisco. He asks no favors. People can save money by patronizing him, and if they want to spend eighty cents in Oakland for the same book he sells at sixty-five, it only shows that people are foolish. He asks for trade from a business standpoint only, and talks in a very independent manner, but people who know Mr. Bancroft know that he is one of the pleasantest men in Berkeley. He is an up-to-date business man, and if there were more men in Berkeley imbued with the same commercial instincts Berkeley business would be in a healthier condition.

He is making a special drive on flags and campaign goods just now. If you want anything in that line you had better see him and save money.

RICHARD MOORE, Contractor of Grading, Street Work, Etc.—East Berkeley.

The nicely graded lawns and streets of Berkeley owe much of their appearance to the work of "Dick" Moore, who has been working here in his present business for fifteen or sixteen years. He owns quite a number of horses, and keeps them as well as a good many employees busy all the time.

At present he is working for Horace Gushee, an old citizen and rather extensive property owner, grading in front of one of his handsome residences in East Berkeley.

That Mr. Moore's work and prices are right is shown by his large and steady business; he always gives complete satisfaction.

CONRAD JUNGK, Grocer, Ice, Provision, Delicatessen, Etc.—505 Fifth and Sixth on Baker Street.

The store belonging to Mr. Jungk is a very good example of the opportunities offered by Berkeley merchants to get first class goods at reasonable prices; it is very neatly kept and everything is fresh and clean.

Sausage is received fresh daily, and salt meats, bologna, ham and bacon, bakery goods, notions and delicacies are kept in addition to the regular line of groceries. It is worthy of mention that the business of this store is steadily increasing, and that they have many customers who have been steady patrons for years. Mrs. Jungk stays in the

territory. Nothing but first-class stock is used, the very best in the market, and their brewing master is a man thoroughly educated in his line, and with long experience.

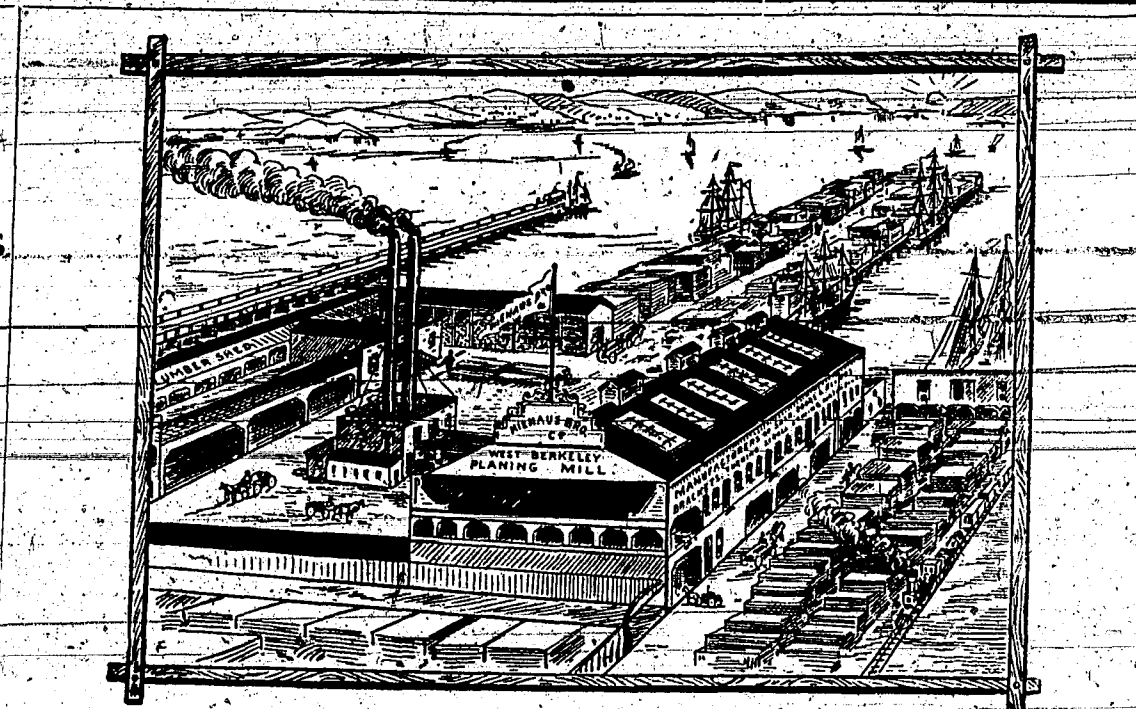
Mr. Morrow, the manager, who has been with the company since 1891, is a gentleman with whom it is a pleasure to transact business, and under his efficient management his patrons are assured of the best of treatment in every respect.

B. E. UNDERWOOD, Plumbing, Tinning, Pumps, Pipes, Etc.—San Pablo Ave. Near Addition.

Mr. Underwood has been in his present business in Berkeley eleven years, and a resident of the city for twenty years. The long, steady and healthy growth of his business under correct methods has given the public a feeling of trust in the institution and in the man, which was exemplified on one occasion by his election to an important city office.

Any work intrusted to his care will receive prompt and careful attention, and prices will be as low as for cheaper work.

His father, Joshua Underwood, who stays in the store, is one of California's pioneers, having been in this part of the state more than forty-five years.



WEST BERKELEY PLANING MILL.

The manufacturing interests of a city form the foundation upon which its prosperity depends; as they are solid and strong, so is the city commercially, but if they are small and weak the business of the city is feeble and tottering, and the existence of the town as a place of importance is of short duration.

In this respect Berkeley may consider herself fortunate indeed in the possession of such an old and solid institution as the West Berkeley Planing Mill, one of the most important in its line on the Coast.

It was not always a large house, but was started in a small way twenty-five years ago, by G. A. Schuster and E. C. Niehaus; but there is an old saying that well begun is half done, and it was exemplified in this case, business was conducted in a manner that could not but gain praise from all patrons, and consequently increased orders.

In five years they were forced to seek larger quarters. Two years after, Mr. Schuster retired from the

business, and E. C. Niehaus purchased a one-half interest; that same year they again moved into a larger building; this time two stories high, and 40x140 feet; in 1885 Mr. Otto Niehaus became a partner, buying a one-third interest; in 1888 Mr. F. Niehaus sold to G. A. Schuster, at which time the partnership was made into the present incorporation, Niehaus Bros. & Co., of which G. A. Schuster is president, E. C. Niehaus, vice president, and Otto G. Niehaus, secretary and treasurer.

In 1890 they purchased the ground upon which they are now located, 320x2900 feet; their present main building is 100x175 feet, and contains the most improved machinery and appliances for the expeditious production of fine work. The engine room, boiler house and

structures separate from the main one. The irreproachable quality of the work done by this house may be shown by noticing what class of buildings have been contracted by

store and attends to the wants of the trade, and by her pleasing manner has won much custom and many friends.

KOPFBERG BREWING CO.

The above institution is now, as it has been for years, one of the most prominent and solid of the city. It is located on San Pablo Ave., and the large building contains all the latest improved machinery and fine equipments necessary for the production of a first-class article of beer.

It has ever been their policy to put quality above every other consideration, and the consequence is that today their product of steam beer is recognized as the equal of the best, and is bought over a large

territory. Nothing but first-class stock is used, the very best in the market, and their brewing master is a man thoroughly educated in his line, and with long experience.

Mr. Morrow, the manager, who has been with the company since 1891, is a gentleman with whom it is a pleasure to transact business, and under his efficient management his patrons are assured of the best of treatment in every respect.

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P. REMOND CURRYING ESTABLISHMENT.

Mr. Remond is well known to Berkeley people and to the leather trade all over the country, having been connected with the trade for twenty-seven years, and in business for himself in Berkeley six years; his plant is in a very prosperous condition, it being enlarged from time to time. A two-story addition 34x50 feet is just finished.

Mr. Remond handles harness leather only; he does not tan but procures all his leather from the Kollman & Solz Co., of Benicia, in a rough shape and takes it through the various processes necessary to the production of the fine article for which he is so well known; this requires the services of eight skilled workmen, and in a short time four or five more will be added to accommodate the needs of increasing business. Mr. Remond is now prepared with the best labor saving machinery for the rapid handling of work, and is turning out 5000 pounds of first-class leather weekly.

While it is a pleasure to know that you are dealing with a reliable

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While it is a pleasure to know that you are dealing with a reliable

house, whose goods are uniform and whose prices are low, it is also one to have business transactions with an agreeable gentleman like Mr. Remond, with whom courtesy is a habit.

THE WHITE HOUSE.

Dry and Fancy Goods, Ladies' and Gents' Furnishings, Hats, Caps, Boots, Shoes, Etc.—Cor. University Ave. and Ninth St.

The White House may be included among the pioneer enterprises of Berkeley, having been established nineteen years.

Mr. J. Semeria, the proprietor, has an advantage in the buying of goods which enables him to duplicate San Francisco prices, his son running a large store in San Francisco, and all goods being bought for both stores at one time in large quantities. Large bills of goods can be bought cheaper than small ones, and consequently the store here is enabled to buy and sell cheaper than many San Francisco firms.

He is assisted in the store by his wife and daughter, two estimable ladies, whose friendly ways have won many customers from patrons. Patronize the White House and you will not regret it.

RAMOS & RENAS, Dealers in Wood, Coal, Hay, Grain and Feed, Addition and Eighth Sts.

While the extensive institution owned by the above firm has only been in business about four years, a very gratifying steady patronage has already been established.

The secret of the quickly achieved success lies in the persistent, energetic and enterprising methods used to obtain business, which included in the start the putting down of prices to such a point that not to patronize them was not to serve best interests. The continuance of this plan has held the patronage so meritoriously won.

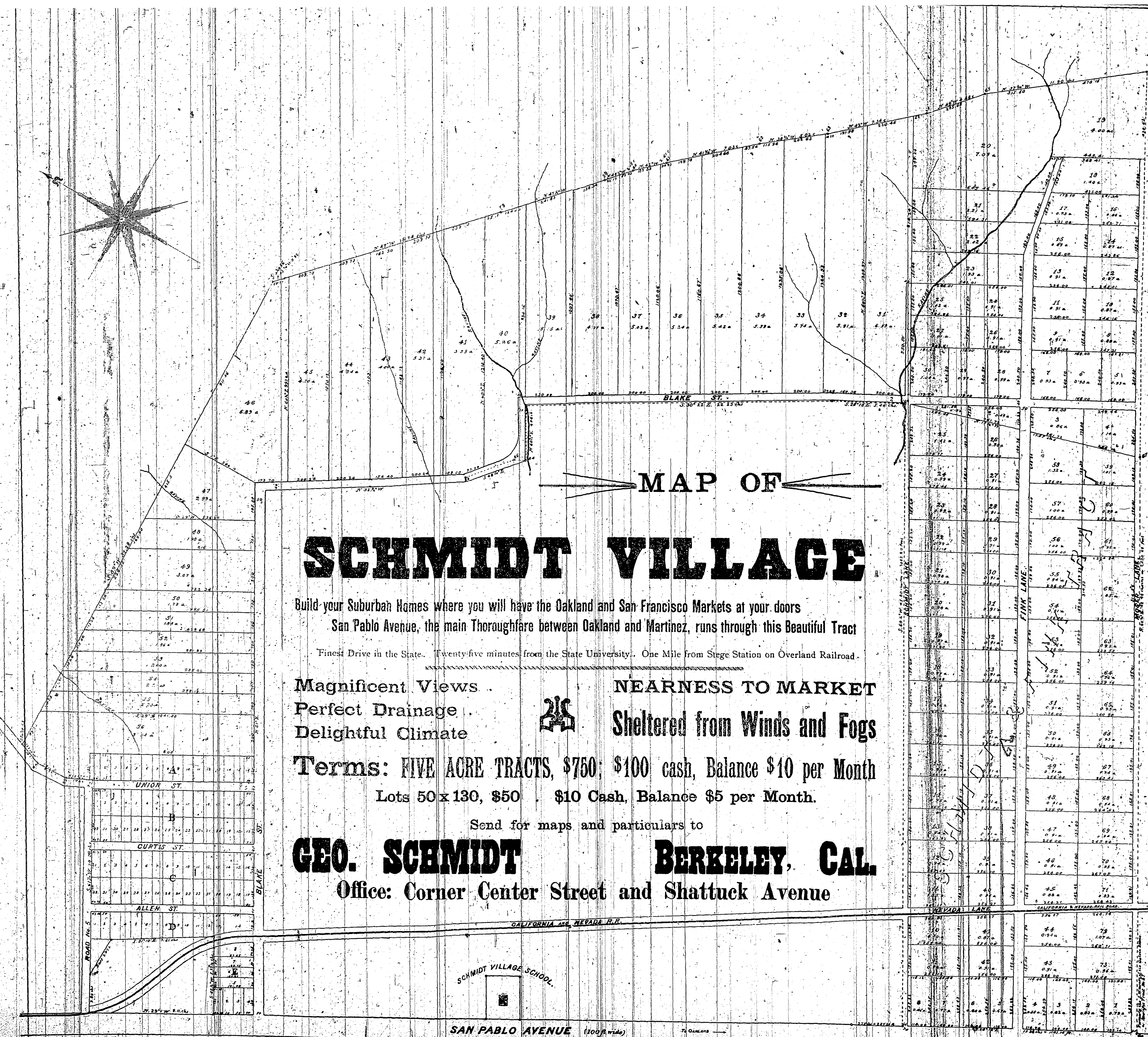
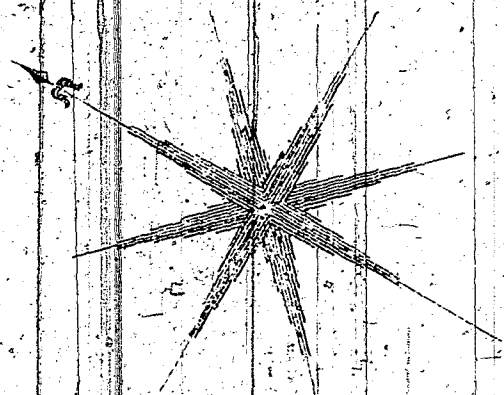
Mr. Ramos attends to outside matters, while Mr. Renas is found at their office; they are both obliging and courteous gentlemen, who make it a point to see that everyone has prompt attention and fair treatment.

MRS. N. ANDERSEN, Confectionery, Cigars, Tobacco, Notions, Etc.—1000 University Ave.

The store owned by Mrs. Andersen has lately been enlarged, and is now one of the most attractive places to be found in the city. This place has been running for fifteen years, and during that time a great many friends and patrons have been made, which places Mrs. Andersen in a rather enviable position as regards trade. She sells goods as cheap as they are sold in Oakland or San Francisco, and invites those who have not patronized her to call and see for themselves that the quality and prices are right.

JOS. HIRSCHFELD, Groceries, Provisions, Dairy Produce, Crockery, Wines, Liquors and Cigars.—University Ave. and Sixth St.

There is perhaps no better known man in Berkeley than Mr. Hirschfeld, who has been in business here between fifteen and sixteen years. He has a steady patronage from a large number of people who have through long acquaintance with him and experience with his honest methods come to put trust in his goods and in him. When an article is purchased at his store it proves satisfactory; he buys up no job lots of cheap goods that are dear at any price and palms them off on his customers as bargains. He believes in straightforward, honest goods at a reasonable



MAP OF

SCHMIDT VILLAGE

Build your Suburban Homes where you will have the Oakland and San Francisco Markets at your doors
San Pablo Avenue, the main Thoroughfare between Oakland and Martinez, runs through this Beautiful Tract
Finest Drive in the State. Twenty-five minutes from the State University. One Mile from Stege Station on Overland Railroad.

Magnificent Views
Perfect Drainage
Delightful Climate



NEARNESS TO MARKET
Sheltered from Winds and Fogs

Terms: FIVE ACRE TRACTS, \$750; \$100 cash, Balance \$10 per Month
Lots 50 x 130, \$50 \$10 Cash, Balance \$5 per Month.

Send for maps and particulars to

GEO. SCHMIDT **BERKELEY, CAL.**
Office: Corner Center Street and Shattuck Avenue

SCHMIDT VILLAGE SCHOOL

SAN PABLO AVENUE (100 ft wide)

HARDWARE	
H. W. Taylor	2
Schmidt & Zehner	2
A. Erlandson	2

Kleng, proprietor. You can also get pickles, pigs' feet, cheese, saurkraut, etc. Orders called for and delivered. Bailey Block, Dwight Way, Berkeley. June 11 m.

